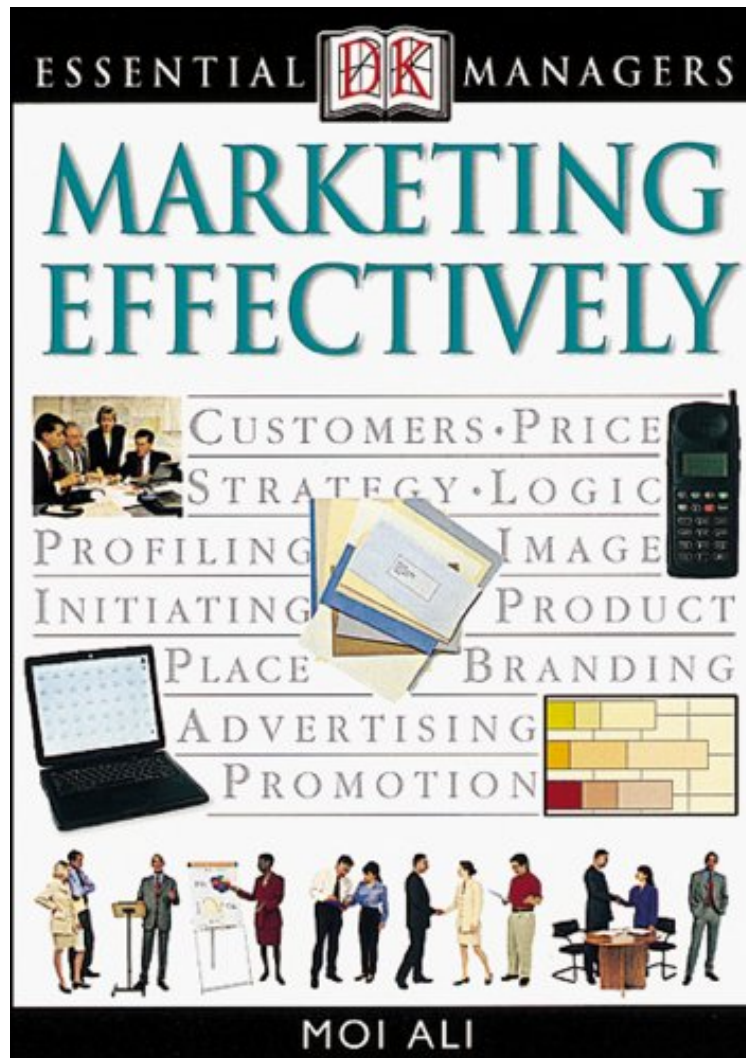


DK Essential Managers: Marketing Effectively

Moi Ali

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Moi Ali : DK Essential Managers: Marketing Effectively before purchasing it in order to gauge whether or not it would be worth my time, and all praised DK Essential Managers: Marketing Effectively:

0 of 0 people found the following review helpful. Complete basic marketing course as only DK can present it By moss-covered in seattle I found this book at the library and read it before buying a copy to have as a reference and training tool. The material is well-presented in steps and complete. DK books are reliably wonderful that way! 1 of 1 people found the following review helpful. Solid little guide for small retail businesses on marketing effectively! By Jeff Lippincott Small businesses have three general areas they have to concern themselves with if they want to stay in business: (1) creating and distributing a product /or service, (2) accounting bookkeeping, and (3) marketing. The third area, marketing, involves promotion, public relations, advertising, and sales. I mention all this because effective marketing (the title of this book) involves merging the THREE areas so they work together AND using all FOUR

aspects of the marketing area. I didn't notice much, if any, discussion in this book on promotion or sales. And, in my humble opinion, advertising was given far too much discussion as a way for a business to market. The book is split into four parts: 1. Putting customers first 2. Building strong products 3. Maximizing publicity 4. Developing a strategy My favorite parts of the book were parts 1 and 4. That is where the most generic points were made regarding effective marketing. In Part 2 the book addressed small businesses that sell products. And that was well done. However, as a result of Part 2 talking about retail store marketing to the exclusion of service business marketing, I would have liked the book better if it had been titled "Retail Marketing Effectively." I suspect that an attorney, CPA, or other professional seeking help on marketing would be disappointed with this book. I don't know that I would have devoted an entire part of the book to public relations. That is a nice subject to cover, but where was the information on promotion and sales? There is more to marketing than just advertising and public relations. I realize this book was written back in 2000 or 2001, but it only devotes 4 pages to using the Internet for marketing purposes. I would have liked the book better if it had provided more coverage on this subject. eBay was around back then and wasn't even mentioned by the author. 4 stars! 1 of 1 people found the following review helpful. You Can Market As Effectively As I Do By Deremiah *CPEMoi Ali, has written a great book in Marketing Effectively. This book is one of a series of very in depth instructional books written for business women and men. If you are looking for a step by step book that is completely beneficial to the development of your marketing insights get ready for some simple but profound guidelines. From putting customers first to developing a strategy for your business, the areas that are covered in this amazingly small mini-book are yours to keep as long as you use them. It seems all of the Essential Managers books by DK are written to assist you throughout any phase of your development. I know you will enjoy this book so please let me know.

Learn all you need to know to improve your marketing skills, from researching and analyzing customers' buying habits to creating and managing a strong brand. Marketing Effectively not only shows you how to maximize market share by keeping up with trends, improving your competitiveness, exploiting new opportunities, and developing a winning marketing strategy, it also provides practical information on enhancing the image of your organization. Power tips help you to improve dramatically your chances of attaining instantly recognizable products. The Essential Managers have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides that slip easily into a briefcase or a portfolio. The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams. It is the most exciting and accessible approach to business and self-improvement available.

.com If you've always wished for a marketing guide that didn't take as long to read and digest as the actual marketing process itself, you'll love this itty-bitty crash course, which zooms in on four key areas: putting customers first (understanding your market and your customers' buying habits, building relationships and winning new customers), building strong products (improving and differentiating your products, developing a brand), maximizing publicity (planning a campaign, and advertising via print, radio, direct mail, and the Internet) and developing an overall strategy (thinking strategically, setting objectives, achieving goals, and gaining support). On every page, boxed "power tips," quickie case-studies, to-do checklists, and easy-to-follow flowcharts demystify the process. Granted, if you're looking for specific or in-depth guidance, you may find this book too general in its approach. But if you're looking for a thumbnail guide to the basics, it'll do just fine. It's worth mentioning that the book is also part of reference publisher Dorling-Kindersley's Essential Managers series--20 itty-bitty books on business and career topics ranging from communication, leadership, and decision-making to the management of time, budgets, change, meetings, people, projects, and teams. Combining the For Dummies series' talent for breaking down a lot of information into bite-sized bits and sidebars with Dorling-Kindersley's signature, crisp graphics on a gleaming white backdrop, they don't represent the cutting edge of business thinking and they don't necessarily reflect any unique individual perspective. Instead, it's as though someone collated the best general thinking on these 20 topics and rolled them out into 72 brightly designed and easy-to-read pages, studded along the way with boxed tips, color shots of a multiracial cast of "coworkers" animatedly hashing through the workplace issues of the day, and a self-test of one's skills in the topic at hand on the last few pages of each volume. Again, they're not for anyone looking for in-depth or focused help on any of the subjects they cover, but they're perfect as a quickie general-interest reference... and let's face it, they're so cute, and look so smart in a neat little stack or row, that you'll probably want to buy a whole bunch to give to your entire department or staff. --Timothy Murphy It hits all the bases... () About the Author Moi Ali has worked in marketing for over 15 years and runs her own public relations and marketing company, specializing in clients with limited budgets -- in particular small businesses and charities. She is a regular contributor to marketing and PR journals and is the author of a number of books.